



[rotaryserviceblog.org](http://rotaryserviceblog.org)

## ROTARY SERVICE CONNECTIONS

### CONTRIBUTOR GUIDELINES

The **Rotary Service Connections** blog features personal stories and perspectives from Rotary members just like you. Rotary members undertake inspirational, innovative and impactful service projects and initiatives every day. We invite you to share *your* stories to inspire others in their service endeavors and help others enhance their impact. Share your successes, resources, helpful information, and open up a discussion to help expand the service toolbox.

#### CONTRIBUTOR GUIDELINES

- Blog submissions should be in the first person and should read like a story, a clever email, or a personal conversation.
- Posts should be direct and short, at most 400 words.
- Often include personal observations and impressions.
- Stick to short sentences and short paragraphs. It's easier to understand ideas broken into small segments. In ordinary writing, each paragraph develops one idea and includes many sentences. But in blogging, paragraphs may be as short as a single sentence or even a single word.
- Write in the active voice and be specific. Don't write "Many doctors recommend Brand X." Write "97% of doctors recommend Brand X." Don't write "The Big Widget is offered in many colors." Write "The Big Widget comes in red, green, blue, and white." Use specific words to say what you mean.
- Use simple words. Since your purpose is to communicate and not impress, simple words work better than big ones.
- Write "get" instead of "procure," "before" rather than "prior to," "use" instead of "utilize."
- Avoid jargon. This includes Rotary jargon and acronyms. Don't assume that readers will know what TRF is — or DGE or DDF.
- A submission should be accompanied with a few relevant photos with captions to include throughout the post.
- Blog posts may be edited for clarity and brevity and will be sent back to the submitter for review and approval.